



**KNXV-TV**  
**PHOENIX**

KNXV

# ORDER

Print Date 10/24/12 Page 1 of 2

Flight Dates 10/24/12-10/29/12

<u>Contract / Revision</u>	315719	/	<u>Product</u>	<u>Order Sep</u>	00:13:00
<u>Original Date / Revision</u>			<u>DSCC IE</u>	<u>Estimate #</u>	2219
	10/23/12	10/23/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	DSCC			<u>Order Type</u>	GENERAL
				<u>Billing Cycle</u>	EOM/EOC
			<b>1010 Wisconsin Avenue NW - Suite Washington, DC 20007</b>	<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Great American Media			<u>Demographic</u>	A25-54
<u>Buying Contact</u>				<u>Rev Codes</u>	POL POL PARTY
			<u>Sales Office</u> EWSDC	<u>Product Codes</u>	PL
<b>1010 Wisconsin Avenue NW - Suite Washington, DC 20007</b>			<u>Sales Region</u> NAT	<u>Priority</u>	P-1
			<u>Agency Ref</u> 2	<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 40100

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	8020
KPNX	20%	8020
KPPX	%	0
KSAZ	25%	10025
KTVK	20%	8020
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	4	\$5,112.75	\$6,015.00	0.00	10/01/12	10/26/12	4	\$5,112.75	\$6,015.00
<b>Totals</b>	<b>4</b>	<b>\$5,112.75</b>	<b>\$6,015.00</b>	<b>0.00</b>					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
N 1	KNXV	10/25/12	10/26/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	---TF--	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		1				\$500.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
N 2	KNXV	10/25/12	10/26/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	---TF--	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		1				\$750.00		0.00			
N 3	KNXV	10/25/12	10/26/12		CM	430pm-5pm	---TF--	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00



KNXV

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Contract / Revision **315719** Flight Dates **10/24/12-10/29/12**

Print Date: 10/24/12

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Original Date / Revision 10/23/12 / 10/23/12

## Hiatus Dates

Order Sep 00:13:00

Advertiser DSCL

## Product DSCC IE

Estimate # 2219

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
				M-F 430pm-5pm												
				M-F 430pm-5pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/22/12	10/28/12	---TF--		1	\$1,800.00		0.00							
N 4	KNXV	10/25/12	10/26/12	M-F 630pm-7pm	CM	630pm-7pm		---	TF--	:30	1	\$2,965.00	FX	0.00	NM	1 \$2,965.00
				M-F 630pm-7pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/22/12	10/28/12	---TF--		1	\$2,965.00		0.00							

\*Tax 1 Note: Tax 0.5%.